

Design the visit

Choose one audience, one occasion, and one understandable invitation.

Bar / experiment: _____ Date: _____

01 Audience + travel area

Who are the local people you can reach, and how far will they travel?

02 Existing occasion + current alternative

What do they already want to do? Where do they go now?

03 Our promise

One clear reason this visit fits their occasion.

04 Kava explanation + drink choices

A short, accurate introduction; clearly identified kava and non-kava options.

05 The first visit

Date, time, activity, prices, age policy, booking rules, and access details.

06 Distribution

The partner or channel that can reach these people; the invitation link.

07 Owner, host + capacity

Who promotes, welcomes, and records results? How many can you serve well?

Use with the full guide. All fields are for your own planning; no signup is needed.

Make the test measurable

Set the return invitation and the decision rules before spending.

Bar / experiment: _____ Date: _____

08 Return invitation

The next relevant date, host, and activity - already on the calendar.

09 Cost limit

Cash budget: _____ Staff/owner time value: _____ Total: _____

10 Success + stop rules

What result earns another cycle? What makes you revise or stop?

11 Review dates

First-visit review: _____ Date the return cohort is complete: _____

12 First-visit results

New paying locals: ____ First-ever kava bar visitors: ____ Unknown: ____

13 Return results + contribution

Returned / eligible cohort: ____ / ____ Paid visits: ____ Contribution: \$ ____

14 The next decision

Repeat, revise, expand, or stop? Record the evidence and the person responsible.

Record actual visits and costs. Keep unknowns visible; do not invent attribution.